

This national advertising is selling hard.

With a heavy schedule in major newspapers...

national magazines...

TV Guide
Time
Newsweek
U.S. News
People
McCall's
Ladies' Home Journal
Redbook
Family Circle
Viva!
Playgirl
WomenSports
Vogue
Glamour
Mademoiselle
American Home
House & Garden
Saturday Review
New Times
Gourmet
Ebony (and 10 other black magazines)
New York (and 11 other metropolitan magazines)

Sunday supplements...

Parade
Family Weekly
New York Times Magazine
(and 24 other independent supplements)

outdoor media...

30-sheet billboards
king-size posters
2-sheet posters

Benson & Hedges 100's now in hard pack too.

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